

Message Text

UNCLASSIFIED

PAGE 01 PARIS 29467 01 OF 03 061131Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 SOE-02 AID-05 CEA-01 CIAE-00
COME-00 DODE-00 DOE-15 H-02 INR-10 INT-05 L-03
NSAE-00 NSC-05 OMB-01 PM-05 ICA-20 OES-09 SP-02
SS-15 STR-07 TRSE-00 ACDA-12 NEA-10 PA-02 /152 W
-----122095 061141Z /10

P 061111Z SEP 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 6940

UNCLAS SECTION 01 OF 03 PARIS 29467

USOECD

E.O. 11652: N/A
TAGS: ENRG, IEA, OECD
SUBJECT: DRAFT NOTE ON IEA CONSERVATION MONTH

1. FOLLOWING IS DRAFT SECRETARIAT NOTE TO GOVERNING BOARD ON IEA CONSERVATION MONTH, PROVIDED BY BUREAU II DIRECTOR KELLY FOR REVIEW BY ROSEN (EB/FSE).
2. BEGIN TEXT. THE QUESTION OF AN IEA CONSERVATION MONTH IS AN IMPORTANT INITIATIVE DEVELOPED UNDER THE SLT; AND IT SEEMS DESIRABLE THAT BOARD MEMBERS SHOULD HAVE THE MAXIMUM OPPORTUNITY TO CONSIDER THE ISSUE IN ADVANCE OF THE NEXT BOARD MEETING WHERE THIS QUESTION IS ON THE AGENDA. HOWEVER, HAVING REGARD TO THE SLT AND GOVERNING BOARD MEETING DATES, ONLY VERY FEW DAYS WOULD BE AVAILABLE TO PREPARE AND CIRCULATE A PAPER FROM THE SLT. THE SECRETARIAT HAS THEREFORE PREPARED THE PRESENT PAPER IN AN ENDEAVOUR TO ACQUAINT THE BOARD WITH THE ISSUE. IT WILL BE FOR THE SLT TO RECOMMEND WHAT ACTION THE BOARD SHOULD TAKE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 29467 01 OF 03 061131Z

3. THE INSPIRATION FOR THE MONTH

THE IEA REPORT ON THE 1977 SLT COUNTRY REVIEW STATES:
"ALL COUNTRIES REALISE THE CRUCIAL IMPORTANCE OF
PUBLIC INFORMATION AND EDUCATION AS A PREREQUISITE
FOR THE INTRODUCTION OF A VIGOROUS ENERGY POLICY.
THIS IS PARTICULARLY TRUE FOR ENERGY CONSERVATION,

AND ALMOST ALL IEA COUNTRIES HAVE USED OR ARE PLANNING PUBLICITY CAMPAIGNS.

"IT IS, IN THIS CONTEXT, DISCONCERTING TO SEE THAT EFFORTS AND GOVERNMENT SUPPORT IN THIS FIELD HAVE BEEN DECREASED IN SOME PARTICIPATING COUNTRIES DURING THE REVIEW PERIOD. A MORE VIGOROUS EFFORT, POSSIBLY WITH IEA COORDINATION, IS NECESSARY."

4. A MEETING OF PUBLICITY EXPERTS WHICH WAS HELD IN JUNE UNDER THE AUSPICES OF THE CONSERVATION SUB-GROUP SUGGESTED THAT SUBSTANTIAL PROGRESS WAS BEING MADE BY PARTICIPATING COUNTRIES IN CAMPAIGNS TO ACHIEVE GREATER PUBLIC AWARENESS OF THE NEED FOR CONSERVATION. HOWEVER, THE PUBLICITY EXPERTS UNANIMOUSLY TOOK THE VIEW THAT NATIONAL CAMPAIGNS COULD BENEFIT FROM AN INTERNATIONAL STIMULUS; AND THAT THE IEA COULD BEST REINFORCE AND COMPLEMENT NATIONAL EFFORTS BY ESTABLISHING AN INTERNATIONAL ENERGY CONSERVATION MONTH (A CONCEPT ALREADY REALISED, ON THE NATIONAL PLANE, IN JAPAN). THE EXPERTS CONSIDERED THAT AN INTERNATIONAL MONTH SHOULD BE PRESENTED AS GIVING A FRESH IMPETUS TO A CONTINUING ENERGY SAVING PROGRAMME. PARTICULAR VALUE WAS ATTACHED TO COLLECTIVE ACTION UNDER AN INTERNATIONAL UMBRELLA, AND THE OPPORTUNITY THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 PARIS 29467 01 OF 03 061131Z

MONTH MIGHT PROVIDE TO EACH ADMINISTRATION TO INFORM THE PUBLIC OF WHAT OTHER COUNTRIES WERE DOING TO PROMOTE ENERGY SAVING.

5. THE SUB-GROUP ON ENERGY CONSERVATION UNANIMOUSLY ACCEPTED THE EXPERTS' RECOMMENDATIONS, AND DECIDED TO ASK THE SLT TO SEEK THE GOVERNING BOARDS APPROVAL FOR THE IDEA.

6. THE OBJECTIVES OF THE MONTH

THE OBJECTIVES OF AN INTERNATIONAL ENERGY CONSERVATION MONTH SHOULD BE TO:

- PROVIDE AN INTERNATIONAL FOCUS FOR NATIONAL EFFORTS TO STIMULATE GREATER PUBLIC AWARENESS OF THE CONTINUING AND LONG-TERM NEED FOR ENERGY CONSERVATION;

-- GIVE MEMBER COUNTRIES AN OPPORTUNITY TO PLAN

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 PARIS 29467 02 OF 03 061129Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 NEA-10 SOE-02 AID-05 CEA-01
CIAE-00 COME-00 DODE-00 DOE-15 H-02 INR-10 INT-05
L-03 NSAE-00 NSC-05 OMB-01 PM-05 ICA-20 OES-09
SP-02 SS-15 STR-07 TRSE-00 ACDA-12 PA-02 /152 W
-----122087 061142Z /10

P 061111Z SEP 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 6941

UNCLAS SECTION 02 OF 03 PARIS 29467

USOECD

EVENTS WHICH EITHER REACH FRUITION DURING THE MONTH
-- E.G. COMPETITIONS -- OR USE THE MONTH AS A
LAUNCHING PAD FOR CONTINUING PROGRAMMES;

-- UNDERLINE THE EXTENT TO WHICH THE INDUSTRIAL
NATIONS ARE COOPERATING TO CONSERVE ENERGY;

-- PROVIDE ENERGY MINISTERS WITH AN EXTRA OCCASION
TO APPROACH INDUSTRY AND OTHER ENERGY CONSUMERS
ABOUT THE NEED FOR SAVING.

7. THE PREPARATION OVER A PERIOD OF 12 MONTHS AND
THE FOLLOW-UP COULD BE ALMOST AS VALUABLE AS THE
MONTH ITSELF IN CONCENTRATING MINDS ON ENERGY
CONSERVATION, STIMULATING INTEREST AND OFFERING
FERTILE GROUND FOR CAMPAIGNS.

8. ROLE OF THE IEA AND PARTICIPATING COUNTRIES

THE EFFORT INVOLVED IN THE MONTH SHOULD BE DEPLOYED
PREDOMINANTLY BY NATIONAL ADMINISTRATIONS; AND IT
WOULD BE UP TO EACH ADMINISTRATION TO DECIDE ON
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 29467 02 OF 03 061129Z

WHAT EVENTS IT WISHED TO ORGANISE IN CONNECTION WITH THE MONTH IN THE LIGHT OF NATIONAL POLICIES AND LOCAL CONDITIONS. THE IEA IS SEEN FIRSTLY AS A FORUM WHERE NATIONAL EFFORTS CAN BE COORDINATED AND IDEAS EXCHANGED; SECONDLY, SO FAR AS LIMITED RESOURCES ALLOW, THE AGENCY COULD LEND SOME SUPPORT TO NATIONAL EFFORTS.

9. POSSIBLE ACTIONS

THE PUBLICITY EXPERTS GAVE PRELIMINARY CONSIDERATION TO THE SORT OF EVENTS WHICH MIGHT BE ORGANISED IN CONNECTION WITH THE CONSERVATION MONTH. AT THIS STAGE, THE ILLUSTRATIVE LIST OF ACTIONS THAT HAVE PUT FORWARD INCLUDES THE FOLLOWING:

- USE OF A UNIFYING SYMBOL OR SLOGAN;
- PRESS, RADIO AND TELEVISION CAMPAIGNS (IF POSSIBLE, INCLUDING HIGH-LEVEL INTERNATIONAL DISCUSSIONS);
- ADOPTION BY THE AGENCY OF SOME NEW RECOMMENDATIONS ON CONSERVATION;
- SPECIALISED CONFERENCES ORGANISED AROUND THE MONTH;
- COMMEMORATIVE POSTAGE STAMPS;
- TIMING OF NEW GOVERNING MEASURES FOR ENERGY SAVING TO COINCIDE WITH THE MONTH;
- COMPETITIONS, INCLUDING COMPETITIONS FOR SCHOOL-CHILDREN.

10. RECOMMENDED BOARD ACTION

IT IS FORESEEN THAT THE SLT WILL FORMULATE ITS RECOMMENDATIONS TO THE GOVERNING BOARD ON 12 SEPTEMBER, AND THAT THESE RECOMMENDATIONS WILL BE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 PARIS 29467 02 OF 03 061129Z

PROMPTLY CIRCULATED AS A GOVERNING BOARD PAPER.

11. ACTION REQUESTED BY THE GOVERNING BOARD

IT IS SUGGESTED THAT THE GOVERNING BOARD SHOULD,

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 PARIS 29467 03 OF 03 061134Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 NEA-10 SOE-02 AID-05 CEA-01
CIAE-00 COME-00 DODE-00 DOE-15 H-02 INR-10 INT-05
L-03 NSAE-00 NSC-05 OMB-01 PM-05 ICA-20 OES-09
SP-02 SS-15 STR-07 TRSE-00 ACDA-12 PA-02 /152 W
-----122128 061142Z /10

P 061111Z SEP 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 6942

UNCLAS SECTION 03 OF 03 PARIS 29467

USOECD

AT THIS STAGE, TAKE THE FOLLOWING THREE ACTIONS:

(A) AGREE IN PRINCIPLE THAT AN INTERNATIONAL
ENERGY CONSERVATION MONTH SHOULD BE HELD UNDER
THE AUSPICES OF THE IEA IN LATE 1979 OR EARLY
1980;

(B) INVITE THE SLT TO PUT IN HAND FURTHER
CONSIDERATION OF POSSIBLE EVENTS THAT MIGHT
BE ORGANISED IN CONNECTION WITH THE MONTH, AND
TO SUBMIT RECOMMENDATIONS TO THE GOVERNING
BOARD AT ITS MEETING IN DECEMBER;

(C) INVITE NATIONAL ADMINISTRATIONS TO PUT IN
HAND PREPARATORY MEASURES FOR SUCH EVENTS AS
MIGHT NEED LONG-TERM PLANNING (E.G. EXHIBITIONS).

12. "AGREEMENT IN PRINCIPLE" WOULD IMPLY THAT THERE
WOULD BE A DEFINITE COMMITMENT TO THE MONTH BY THE
AGENCY AFTER THE NEXT GOVERNING BOARD MEETING. ON
THE OTHER HAND, THE LIST OF POSSIBLE EVENTS NEEDS
ELABORATION AND DEVELOPMENT, AND THE GOVERNING
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 29467 03 OF 03 061134Z

BOARD SHOULD CONSIDER THIS AGAIN. END TEXT.
SALZMAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PAPERS, CONSERVATION, ENERGY
Control Number: n/a
Copy: SINGLE
Draft Date: 06 sep 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PARIS29467
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780362-0850
Format: TEL
From: PARIS USOECD
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780998/aaaaddq.tel
Line Count: 273
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4078fa56-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1531671
Secure: OPEN
Status: NATIVE
Subject: DRAFT NOTE ON IEA CONSERVATION MONTH
TAGS: ENRG, OECD, IAEA
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4078fa56-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014